

# Events *plus*

| Specialist Sales Representation for Hotels & Events Venues |



**Eventsplus** is the premier Conference, Meetings & Events sales, marketing & representation support service for Hotels & Events venues across the UK.

**Brought to you by the highly experienced team at Dunedin Consultancy, one of the UK's leading providers of sales support to the UK's Hospitality sector**

**It has always been challenging for Hotels, Conference Centres and other Events Venues to compete for business with the corporate agency & travel management sector.**

**The costs associated with recruiting, training & retaining your own in-house sales team can seem prohibitive, such that promoting and selling space within your venue can often feel like an uphill struggle.**

**But it doesn't have to be like that. Hotels & Events Venues can access high quality support & representation directly with the corporate booking agents, with Eventsplus**

#### **What do we do?**

- **Eventsplus** is an extension of your existing sales team & marketing activities, focused specifically on developing new corporate accommodation, conference, meetings & events business for your venue.
- We use our 80+ years of experience in conference & events sales to represent your properties with the agency & events management sectors, to raise your visibility, connect you with key agency bookers who have business to place and to act as a conduit to drive agency enquiries to your venues.
- As an individual venue, you will likely struggle to draw the attention of and meet with agency bookers. However, with our connections and collection of high quality venues, we open these closed doors and use our influence to help you engage directly with bookers and event managers

#### **How does it work?**

- We work with your existing sales team, to help you to engage with and build meaningful relationships with the corporate agent market.
- You retain full ownership of all enquiries and of the client data & relationships.
- You retain control of your bedroom / meeting room / events space inventory. No allocations to manage, no restricted inventory, no prescriptive contracts.
- We can advise and guide on rates, terms of business and give you the benefit of our extensive experience with the agency market, but ultimately you make the final decision on what business to bid for and accept, on your own terms.



## Who are we?

The **Eventsplus** team has amassed in excess of 80 years combined experience in hotel & venue operations, business development & agency sales. Across our team, we have veteran venue operators, corporate sales experts, and experienced former agency bookers.

As an **Eventsplus** venue partner, you have access to our expertise & vast network of connections to help you grow your Meetings, Incentives, Conference & Events business.



**Barry Clark MIH**  
**Director**

Barry is a well-respected events industry veteran with an operational hotel management career spanning more than three decades. His experience encompasses branded and independent hotels, ranging from hands-on operative roles through many years in General Management to Board level positions.

From our Glasgow HQ, Barry drives the in-person elements of **Eventsplus** helping hotel & events venues to optimise their sales processes and systems and hosting our face-to-face agency visits.

**Martin Dempster**  
**Account Manager**

With a background in hotel & contract catering, Martin went on to spend 10 years at Peter Rand Group, the UK's first professional venue finding agency. Martin was a founding partner at Trident Hospitality Consultants, the premier sales representation service supporting Independent venues, hotels & conference centres.

Martin has first hand experience of how the corporate booking agency works and is an invaluable liaison for our venue partners with booking agents and events professionals.



**Kerry Shooter**  
**Account Manager**

Kerry is our Account Manager, looking after venue partners in England & Wales from his Nottingham base.

Highly experienced in supporting Independent hotels & venues with online sales & digital marketing products to drive profitability, Kerry's areas of expertise include venue services & outsourcing support, revenue development & distribution management,

Kerry drives our new venue partner engagement and business development activities, firmly positioning **Eventsplus** as the UK's premier venue representation service.



**Eventsplus** is a flexible business development support service for Hotels, Conference Centres & Events venues. With offices in Glasgow, Nottingham & Coventry, the **Eventsplus** team are ideally placed to support independent venues all across the UK and beyond.

#### What can you expect?

- Investing in **Eventsplus** representation services allows you to leverage over 80 years of experience & contacts in the Meetings, Incentive, Conference & Events market,
- Build a new pipeline of corporate transient accommodation, meetings & events business for your venue with face-to-face hosted visits to booking agents & events management agencies, collective social media & networking on behalf of our venue partners and presence at major MICE expos & events.
- Build your future pipeline of additional MICE bookings with one fixed monthly investment - no additional commission or success fees charged on the new business you confirm.

" Working with **Eventsplus** has been a revelation in both building a really effective network and driving a superb return on investment.

These guys know exactly what they're doing, and their strategies are more than tried and tested. As a result of their advice and direction our sales and marketing department has a refreshing sense of purpose underscored by ongoing dynamic success.

In our first year we competed for over £1m worth of new sales, a figure that makes our monthly fee one of the best investments an independent could seek to achieve.

A real game changing partnership that I would have no hesitation in recommending to other business owners "

*Gordon Cartwright*  
*Executive General Manager, Lumley Castle Hotel*

- Do you have excess meeting & events capacity in your hotel or conference venue that you find challenging to sell?
- Feel that you struggle to gain visibility with corporate clients?
- Are you maximising the opportunity from the £multi-million corporate agent market?

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To discuss how **Eventsplus** can help your business

Contact Barry Clark

T: 07857 255556 | E: [barry@eventsplus.uk](mailto:barry@eventsplus.uk) | W: [eventsplus.uk](http://eventsplus.uk)